



ORDER

Flight Dates **10/05/12-10/11/12**

Contract / Revision **311585 /**

Original Date / Revision
09/19/12 09/19/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3217**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 7% Market Value 241428

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	16%	38628
KPNX	18%	43457
KPPX	%	0
KSAZ	23%	55528
KTVK	30%	72428
KTVW	%	0
KUSK	%	0
KUTP	6%	14485
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	34	\$14,365.00	\$16,900.00	0.00
Totals	34	\$14,365.00	\$16,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/11/12	34	\$14,365.00	\$16,900.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/05/12	10/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	----F--	1		\$450.00		0.00					
E 2	KNXV	10/08/12	10/11/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	4		\$450.00		0.00					
E 3	KNXV	10/07/12	10/07/12		CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



Hiatus Dates

Order Sep 00:20:00

Estimate # **3217**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU 4pm-430pm											
				SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$250.00			0.00			
E 4	KNXV	10/05/12	10/05/12	M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$1,200.00			0.00			
E 5	KNXV	10/08/12	10/11/12	M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		3			\$1,200.00			0.00			
E 6	KNXV	10/05/12	10/05/12	M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,090.00	P-2	0.00	NM	1	\$1,090.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$1,090.00			0.00			
E 7	KNXV	10/08/12	10/11/12	M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,090.00	P-2	0.00	NM	4	\$4,360.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		4			\$1,090.00			0.00			
E 10	KNXV	10/07/12	10/07/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$1,400.00			0.00			
E 11	KNXV	10/05/12	10/05/12	Jimmy Kimmel Live	CM	1102p-1206a / 103p	----F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		2			\$200.00			0.00			
E 12	KNXV	10/08/12	10/11/12	Jimmy Kimmel Live	CM	1102p-1206a / 103p	MTWT---	:30	8	\$200.00	P-3	0.00	NM	8	\$1,600.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		8			\$200.00			0.00			
E 13	KNXV	10/05/12	10/05/12	M-F 1206am-1236am	CM	1206am-1236am	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				M-F 1206am-1236am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$100.00			0.00			
E 14	KNXV	10/08/12	10/11/12	M-F 1206am-1236am	CM	1206am-1236am	MTWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
				M-F 1206am-1236am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		4			\$100.00			0.00			
E 15	KNXV	10/08/12	10/11/12	M-F 5-6am	CM	5am-6am	MTWT---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				M-F 5-6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		1			\$150.00			0.00			
E 16	KNXV	10/08/12	10/11/12	M-F 430-5am	CM	430-5am	MTWT---	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
				M-F 430am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		2			\$50.00			0.00			
Totals														34	\$16,900.00